

MULTI-MEDIA & VIDEO CVS



There is a growing trend in the use of multiple media for CVs which can include **text, images, audio files and video clips**. More leading organisations are requesting applicants to submit videos as part of the assessment process for their graduate programmes, e.g. Jameson. A video or multimedia package can be a great way to showcase your personal brand over the traditional CV but it must look professional.

Video CVs are popular with job seekers who want to stand out from the crowd. Rather than replacing a traditional CV, **a video enhances your job application** by providing employers with more insight into what you have to offer. A traditional CV outlines your skills, qualifications and experience, whereas a video CV enables an employer to get a feel for your personality.

It is a great opportunity to show your presentation skills. A video CV tends to be most appropriate when applying **for creative or customer-facing roles** in sales, media, marketing, PR and advertising. However, they are becoming more popular in other sectors.

Video CVs provide recruiters with the perfect opportunity to reject you before they have even met you. A lot can be gleaned from the first 10 seconds of watching you. You need to be pretty confident about the value you bring to employers when you create a video CV.

If you believe you have something unique to offer and you can communicate this on film, then providing employers with the option to click on a link to a video CV may just give you an edge over other applicants and may be worth considering in a competitive market.

You will find more detailed information for students and graduates here: www.prospects.ac.uk/careers-advice/cvs-and-cover-letters/create-a-great-video-cv

A SUCCESSFUL VIDEO CV

Technology Know-how

- Free software is available to download such as Microsoft Movie Maker, Apple iMovie, Wax, Blender and Zwei-Stein.
- You will need an internet enabled PC and a webcam.

8 KEY STEPS TO AN EFFECTIVE VIDEO CV

1. **Prepare your script in advance**, rehearse, record, edit and re-record until you are happy with the end result.
2. Video CVs are best when they're between **one and three minutes long**.
3. Introduce yourself clearly and tell the viewer why you're the right person for the job. Remember you only have a few seconds to **engage** them – then you have to keep them interested. End with something along the lines of, "Thank you in advance for taking the time to read my CV". Body language is also important. **Maintain eye contact** with the camera and have a positive disposition.
4. **Dress** as though you're attending an interview.
5. Make sure you are filming in a **tidy environment**, you are speaking clearly and not shuffling paper in the background.
6. **Don't look away from the camera** to read notes. It is very obvious and off-putting.
7. Approach recording your video CV in the same way you would a face-to-face meeting. Don't do anything you wouldn't do in an interview.